

P.O. Box 471 Cooper Station  
New York, N.Y. 10003

June 18, 1974

TO ALL YSA SALES DIRECTORS

Dear Comrades,

In May, we completed our spring YS campaign with another success. Local and at-large members sold a total of 10,232 copies. The Detroit local -- with sales of 833 -- achieved the highest month's sales of any local in the history of the Young Socialist.

Our high sales in May were accomplished in spite of the special problems faced by several locals: petitioning to get SWP candidates on the ballot, early closings of many campuses and the dissolving of several regional locals for the summer. Yet, on the whole, most locals were able to maintain the high sales that they had built up to during the previous three months, while others even increased the pace of their sales. In all, 23 locals reached their goals last month -- more than in any month except April.

Two important areas of improvement during the campaign were sales in the Black community and at predominantly Black colleges and high school sales.

In urban locals especially, comrades were able to expand and regularize Black community sales. Pittsburg, St. Louis and other locals report that they've used the YS and Militant sales to initiate political work at a number of predominantly Black colleges. During the campaign it was not unusual for locals to report that as much as 30 to 50 percent of their month's sales were conducted on predominantly Black campuses and in the Black community.

While the number of papers sold at high schools did not jump significantly over fall figures, by the end of the campaign high school sales were becoming a central, weekly political activity in several locals. Some areas have been able to use these sales as the basis for expanding other aspects of high school work.

For instance, at San Francisco's George Washington High School, where comrades have been organizing regular sales, the San Francisco local has been able to set up a weekly class series after school right in the high school building itself. They report that anywhere from 3 to 10 contacts have attended these discussions. At least 15 George Washington High students have become interested in the YSA as a result of the classes and regular YS sales, and one recently joined. San Francisco comrades are now setting up dinners and other activities designed to recruit the other interested students.

The New York City locals have used spring YS sales to launch high school SWP campaign activities, such as street rallies in front of high schools for SWP candidates. At a June campaign intervention outside Erasmus High School in Brooklyn, comrades sold 35 YSs and signed up 19 new campaign endorsers. These experiences have given us a concrete appreciation of the real opportunities for socialist propaganda work at the high schools. They should guide us in stepping up our high school activities next fall.

During the campaign, progress was also made in expanding regional sales, integrating YS and Militant street sales and moving toward more consistent sales on a week-to-week basis, as opposed to our earlier practice of achieving high sales over the first two weeks and much lower sales towards the end of the month.

This summer, locals can focus on improving two important aspects of YS sales: making weekly sales participation a regular activity of all comrades, and improving YS finances. We want every YSA member to participate in sales this summer -- along with the important campaign and education activities of our movement. Also, some locals that have big back debts have already informed the National Office that they have planned to eliminate them over the summer. They intend to do this primarily by maintaining high YS sales throughout July and August, improving their YS finances, and at the same time making important political gains.

Our successful experience with street sales this spring should enable us to keep our sales high over the summer. In addition to these sales, locals will be taking YSs to concerts, parks and, of course, summer high school and college sessions. Since the summer YS is a combined July/August issue, it would be helpful if local sales directors could send in monthly sales reports both at the end of July and at the end of August.

Comradely,

*Ginny Hildebrand*

Ginny Hildebrand  
YS Business Manager

SPRING YS SALES DRIVE SCOREBOARD

FINAL MAY FIGURES

<u>REGION AND LOCAL</u>	<u>GOAL/MONTH</u>	<u>TOTAL # SOLD</u>	<u>PERCENT</u>
<u>MICHIGAN-INDIANA</u>	<u>750</u>	<u>1075</u>	<u>143</u>
Detroit	400	833	208
East Lansing	50	92	184
Ann Arbor	50	55	110
Indianapolis	50	50	100
Bloomington	125	45	36
Kalamazoo	50	*	*
Mt. Pleasant	25	*	*
<u>MID-ATLANTIC</u>	<u>550</u>	<u>612</u>	<u>111</u>
Washington, D.C.	550	612	111
<u>OREGON</u>	<u>350</u>	<u>354</u>	<u>101</u>
Portland	350	354	101
<u>OHIO-KENTUCKY</u>	<u>565</u>	<u>566</u>	<u>100</u>
Cleveland	350	351	100
Bowling Green	50	50	100
Lexington	50	50	100
Louisville	45	45	100
Cincinnati	40	40	100
Columbus	30	30	100
<u>ROCKY MOUNTAIN</u>	<u>450</u>	<u>451</u>	<u>100</u>
Denver	450	451	100
<u>PENNSYLVANIA</u>	<u>910</u>	<u>901</u>	<u>99</u>
Philadelphia	500	576	115
Pittsburgh	325	325	100
Edinboro	35	*	*
State College	(50)	*	*
<u>WASHINGTON</u>	<u>500</u>	<u>497</u>	<u>99</u>
Seattle	450	456	101
Bellingham	50	41	82

<u>REGION AND LOCAL</u>	<u>GOAL/MONTH</u>	<u>TOTAL # SOLD</u>	<u>PERCENT</u>
<u>SO. CALIFORNIA-AZ.</u>	<u>1050</u>	<u>932</u>	<u>89</u>
West Side, LA	325	347	107
Central-East LA	350	363	104
San Diego	300	222	74
Phoenixx	50	*	*
Santa Barbara	25	*	*
<u>ILLINOIS-WISCONSIN</u>	<u>775</u>	<u>655</u>	<u>85</u>
Milwaukee	50	55	110
Chicago	600	600	100
Madison	100	-	-
Champaign	25	*	*
<u>SOUTHEAST</u>	<u>820</u>	<u>689</u>	<u>84</u>
Atlanta	650	639	98
Columbus	(50)	10	20
Nashville	70	*	*
Athens	50	35	70
<u>NO. CALIFORNIA</u>	<u>1250</u>	<u>942</u>	<u>75</u>
Berkeley	650	680	105
San Francisco	550	262	48
San Jose	50	*	*
<u>NEW YORK-N.J.-CT.</u>	<u>2340</u>	<u>1737</u>	<u>74</u>
Lower Manhattan, NYC	700	762	109
Ossining	50	50	100
Brooklyn, NYC	550	429	78
Upper West Side, NYC	750	452	60
Hartford	40	14	35
Albany	50	15	30
New Paltz	50	15	30
Long Island	50	*	*
New Brunswick	50	*	*
Paterson	50	-	-
<u>MISSOURI-KANSAS</u>	<u>350</u>	<u>224</u>	<u>64</u>
St. Louis	300	224	75
Kansas City	50	-	-

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<u>UPPER MIDWEST</u>	<u>575</u>	<u>325</u>	<u>56</u>
Twin Cities	425	325	76
Iowa City	50	*	*
Mankato	(50)	*	*
St. Cloud	50	*	*
 <u>NEW ENGLAND</u>	 <u>1200</u>	 <u>128</u>	 <u>11</u>
Amherst	75	45	60
South Boston	525	48	9
North Boston	475	35	7
Worcester	75	*	*
Durham	50	*	*
 <u>TEXAS-OK.-LA.-AR.</u>	 <u>550</u>	 <u>54</u>	 <u>10</u>
Houston	425	54	13
Austin	75	*	*
San Antonio	50	*	*
 AT-LARGE		95	
 <u>NATIONAL GOAL</u>	 <u>11,000</u>	 <u>10,232</u>	 <u>93</u>

\*not reporting; -no bundle

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TOP TEN

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